

EEO PUBLIC FILE REPORT

FOR THE PERIOD July 21, 2023 – July 20, 2024

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

A. Full-Time Vacancies Filled During Past Year		
	Job Title	Date filled
1	On-air Talent	2/5/2024
2	On-air Talent	2/5/2024
3	Digital News Editor-In-Chief	3/4/2024
4	Digital News Reporter	4/15/2024
5	Account Executive	4/18/2024
6	Media Advisor	5/11/2024
7	Digital News Reporter	6/24/2024

B. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy				
1. On-air Talent			Date Filled: 02/05/2024	
Source	Contact Person	Address	Telephone #	Referred person hired?
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	yes
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no
https://www.indeed.com/	Indeed	Indeed Tower 200 W 6 th St. Floor 36 Austin, TX 78701	800-475-4361	no
2. On-air Talent			Date Filled: 02/05/2024	
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	yes
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no
https://www.indeed.com/	Indeed	Indeed Tower 200 W. 6 th Street. Floor 36 Austin, TX 78701	800-475-4361	no

3. Digital News Editor-In-Chief			Date Filled: 03/04/2024	
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	no
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
On- Air recruitment ad on WOXL, WTMT, WOXL HD2, WISE	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no
https://indeed.com/	Indeed	Indeed Tower 200 W. 6 th St. Floor 36 Austin, TX 78701	800-475-4361	no
4. Digital News Reporter			Date Filled: 4/15/2024	
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	no
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no
https://indeed.com/	Indeed	Indeed Tower 200 W. 6 th St. Floor 36 Austin, TX 78701	800-475-4361	no
Job Fair – Mountain Area Workforce Development	Shannon Steele	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
Employee referral	Michael Sprengelmeyer	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes
5. Account Executive			Date Filled: 4/18/2024	
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
On-Air recruitment ad on WISE, WOXL, WOXL HD2, WOXL HD3, WTMT, WTMT HD2, WTMT HD3	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes
Job Fair – Mountain Area Workforce Development	Shannon Steele	1190 Patton Ave Asheville, NC 28806	828-259-9695	no

Employee referral	Dawn Creasman	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
6. Media Advisor				
			Date Filled: 5/11/2024	
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
On-Air recruitment ad on WISE, WOXL, WOXL HD2, WOXL HD3, WTMT, WTMT HD2, WTMT HD3	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes
7. Digital News Reporter				
			Date Filled: 6/24/2024	
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	yes
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no
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https://www.indeed.com/	Indeed	Indeed Tower 200 W. 6 th St. Floor 36 Austin, TX 78701	800-475-4361	no
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no
On-Air recruitment ad on WISE, WOXL, WOXL HD2, WOXL HD3, WTMT, WTMT HD2, WTMT HD3	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	no

C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number): 23
D. Total Number of Interviews For All Full-Time Vacancies Filled During the Past Year per Recruitment/Referral Sources:

Referral Source	Contact Person	Address	Telephone #	Number of Interviewees Referred
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	10
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	0
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	1
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	0
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	2
Employee referral	Michael Sprengelmeyer	1190 Patton Ave Asheville, NC 28806	828-259-9695	1
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	0
Indeed.com	Job Posting Dept.	Indeed Tower 200 W. 6 th St.Floor 36 Austin, TX 78701	800-475-4361	0
Job Fair – Mountain Area Workforce Development	Shannon Steele	1190 Patton Ave Asheville, NC 28806	828-259-9695	1
On- Air recruitment ad on WISE, WOXL, WOXL HD2, WOXL HD3, WTMT, WTMT HD2, WTMT HD3	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	7
Employee referral	Dawn Creasman	1190 Patton Ave Asheville, NC 28806	828-259-9695	1

E. Outreach Activities
Attach a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.
Description of Initiative: Participation in Job Fairs
<p>Saga Communications of North Carolina has participated in the following Job Fairs:</p> <ol style="list-style-type: none"> (1) Fall 2023 WNC Career Expo on October 25, 2023. Focus on Full-time sales positions and Part-time promotions assistant jobs. Representatives were Shannon Steele (Promotions Director) and Dawn Creasman (Sales Manager). (2) Mountain Area Workforce Career Fair on February 20, 2024. Focus on Full-time digital marketing sales executives, Full-Time account executives, Full-time digital news reporters, Part-time promotion assistant jobs and intern/job shadow participants. Representatives were Shannon Steele (Promotions Director) and Dawn Creasman (Sales Manager). <p>Saga Communications of North Carolina will continue participating in job fairs on an ongoing basis.</p>
Description of Initiative: Internship Program
Saga Communications of North Carolina has established a twelve-week internship program. Internships are paid. All interns may receive training in the fields of promotions, marketing, sales, on-air work, business office and/or production. Internship flyers are handed out at all participating job fairs and sent to local area colleges upon request. In 2023/2024 we employed an intern from Montreat College.
Description of Initiative: Training and Mentoring Programs
Saga Communications of North Carolina posts to all employees the training and mentoring programs for the staff. Both programs will enable an employee to acquire skills that could qualify them for a higher level position in another department. The program is individualized and the training or mentoring period depends on the position of the employee and their needs and desires.
Description of Initiative: Participate in other activities to disseminate information as to employment opportunities in broadcasting
Saga Communications of North Carolina participates in job shadowing when requested. This program allows students to come to our facilities and "shadow" various staff members to observe their activities. Through this program we are able to show young people what our industry is all about which encourages them to pursue careers in broadcasting. We are reassessing this program to determine how we can increase interest.
Description of Initiative: Provide Training to management level personnel to ensure EEO and prevent discrimination
<p>Saga Communications of North Carolina, LLC continues to ensure EEO and prevent discrimination through the following means:</p> <ol style="list-style-type: none"> 1. The Business Manager discusses with each department head EEO regulations when a position becomes available in their department and reminds them to work within the EEO guidelines when going through the application/interview process. 2. Our EEO Poster is posted in a high traffic/visible area of the office for all employees to see. 3. The company EEO policy is stated on Page 7 of the Saga handbook that all employees receive upon hire and also receive when the handbook is revised. (Latest revision August 26, 2019) 4. All Saga Communications of North Carolina staff (including managers) upon hire are required to complete Think Zoom Anti-Harassment training. 5. On May 21, 2024, the Business Manager presented training to the General Manager and all department heads that addressed issues that the EEOC will focus on in 2024 and concerns surrounding the use of AI in the workplace. Included in this training were two videos. One short video from recruiting firm/DEI consultants Envision Inclusion addressing the right of employees to discuss their wages. The second was a podcast interview with EEOC Commissioner Keith Sonderling concerning making AI tools fair in the workplace.